

ORDER

Orders	Order / Rev:	722466	Primary AE:	Jim Quinn
	Alt Order #:	06374908	Sales Office:	T-PHI
	Product Desc:	OFA EST 2051	Sales Region:	NAT
	Estimate:	2051		
	Flight Dates:	10/16/12 - 10/22/12		
	Original Date / Rev:	10/15/12 / 10/19/12		
	Order Type:	Political		
Agency	Name:	Greer Margolis Mitchell/ Pol	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	WEEKLY
		3050 K St NW Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama For America	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PL-Presidential	Advertiser External ID:	
	Priority:	P-1	Agency External ID:	
	Revenue Codes:	AGY, GEN, POL		

Bill Plan

Start Date	End Date	# Spots	Gross Amount		Net Amount	Totals				
			Month	# Spots		Month	# Spots	Gross Amount	Net Amount	Rating
10/15/12	10/21/12	79	\$46,785.00		\$39,767.25	October 2012	101	\$59,670.00	\$50,719.50	0.00
10/22/12	10/28/12	22	\$12,885.00		\$10,952.25	Totals	101	\$59,670.00	\$50,719.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/16/12	10/22/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	MTWTF--	:30	3	\$35.00	P-3	0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3				\$35.00		0.00			
2	WTLV	10/16/12	10/22/12	5a-530a 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5				\$200.00		0.00			
3	WTLV	10/16/12	10/22/12	530a-6a 530a-6a	CM	530a-6a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5				\$200.00		0.00			
4	WTLV	10/16/12	10/22/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5				\$900.00		0.00			
5	WTLV	10/16/12	10/22/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	MTWTF--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5				\$950.00		0.00			
6	WTLV	10/16/12	10/22/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5				\$800.00		0.00			

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Order / Rev: 722466
Alt Order #: 06374908
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama For America
Product Desc: OFA EST 2051
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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
21	WTLV	10/16/12	10/22/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12 10/22/12 MTWTF-- 3 \$1,000.00 0.00														3	\$3,600.00
22	WTLV	10/16/12	10/22/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12 10/22/12 MTWTF-- 3 \$1,200.00 0.00														3	\$1,200.00
23	WTLV	10/16/12	10/22/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MTWTFSS	:30	3	\$400.00	P-3	0.00	NM	3	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12 10/22/12 MTWTFSS 3 \$400.00 0.00														3	\$400.00
24	WTLV	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$315.00	P-1	0.00	NM	3	\$945.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12 10/22/12 MTWTF-- 3 \$315.00 0.00														3	\$945.00
25	WTLV	10/16/12	10/22/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12 10/22/12 MTWTF-- 3 \$80.00 0.00														3	\$240.00
26	WTLV	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 1 \$400.00 0.00														1	\$400.00
27	WTLV	10/20/12	10/20/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 1 \$175.00 0.00														1	\$175.00
28	WTLV	10/20/12	10/20/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 1 \$315.00 0.00														1	\$315.00
29	WTLV	10/20/12	10/20/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 1 \$315.00 0.00														1	\$315.00
30	WTLV	10/21/12	10/21/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$850.00 0.00														1	\$850.00
31	WTLV	10/21/12	10/21/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$335.00 0.00														1	\$335.00
32	WTLV	10/21/12	10/21/12	Sun 1130p-12x Sun 1130p-12am	CM	Sun 1130p-12a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$300.00 0.00														1	\$300.00
33	WTLV	10/22/12	10/22/12	Mon Prime A Mon Prime A	CM	Mon 8p-9p (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 1 \$3,000.00 0.00														1	\$3,000.00
34	WTLV	10/16/12	10/16/12	Tue Prime B Tue Prime B	CM	Tue 9p-10p	-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -T----- 1 \$2,500.00 0.00														1	\$2,500.00
35	WTLV	10/17/12	10/17/12	Wed Prime B Wed Prime B	CM	Wed 9p-10p	--W----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 --W---- 1 \$2,500.00 0.00														1	\$2,500.00

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
35	WTLV	10/17/12	10/17/12	Wed Prime B Wed Prime B	CM	Wed 9p-10p	--W---	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 --W--- 1 \$2,500.00 0.00															
36	WTLV	10/19/12	10/19/12	Fri Prime B Fri Prime B	CM	Fri 9p-10p	----F--	:30	1	\$1,150.00	P-1	0.00	NM	1	\$1,150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 ----F-- 1 \$1,150.00 0.00															
37	WTLV	10/21/12	10/21/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$1,600.00 0.00															
38	WTLV	10/21/12	10/21/12	NFL Regular Season Fo@M NFL Regular Season	CM	NFL Regular Seas(8:30 PM-11:30 PM)	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$2,500.00 0.00															
39	WTLV	10/22/12	10/22/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 1 \$1,200.00 0.00															
40	WTLV	10/22/12	10/22/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 1 \$200.00 0.00															
Totals													101	\$59,670.00	